

## Message Text

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ACTION COME-00

INFO OCT-01 EA-09 ISO-00 EB-07 /017 W

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R 130718Z APR 76

FM AMEMBASSY CANBERRA

TO SECSTATE WASHDC PRIORITY 7944

INFO AMCONSUL AUCKLAND

AMCONSUL BRISBANE

AMCONSUL MELBOURNE

AMCONSUL PERTH

AMCONSUL SYDNEY

AMEMBASSY WELLINGTON

UNCLAS CANBERRA 2755

E.O. 11652: N/A

TAGS: BEXP, AS

SUBJECT: PROPOSED IOWA STATE IOGA TRADE MISSION

REF: STATE 076438

1. SUMMARY. THIS IS A CONSOLIDATED RESPONSE FOR AUSTRALIAN POSTS TO REFTEL. WE WELCOME PROPOSED MISSION BUT SUGGEST IT CONSIDER INCLUDING SYDNEY ON ITS ITINERARY, REDUCING ITS STAY IN PERTH TO TWO WORKING DAYS AND INCREASING ITS STAY IN MELBOURNE TO AT LEAST THREE AND PERHAPS FOUR WORKING DAYS. ALL POSTS CAN PROVIDE REQUESTED SUPPORT DURING JUNE. INDIVIDUAL COMMENTS ARE OUTLINED BELOW. END SUMMARY.

2. SYDNEY. RECOMMENDS IT BE INCLUDED AS FORMAL STOP ON MISSION'S ITINERARY (EMBASSY CONCURS) IF RECRUITMENT CAN BE EFFECTED IN ACCORDANCE WITH POST'S ASSESSMENT OF MARKET PROSPECTS, WHICH FOLLOWS:

(A) EXCELLENT - SPORTING AND RECREATION EQUIPMENT.

(B) GOOD - METAL FORMING EQUIPMENT (ALREADY CANVASSED HOWEVER, BY MACHINE TOOL BUILDERS ASSOCIATION TM PLANNED FOR OCTOBER 1976); PHYSICAL EDUCATION EQUIPMENT;  
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AND AGRICULTURAL AND CONSTRUCTION EQUIPMENT (DEPENDING

ON SPECIFIC PRODUCTS).

(C) FAIR OR MISED - MODULAR HOMES (IF AMERICAN STANDARDS ACCEPTABLE AND COMPETITIVE); AND CATTLE AND HOG SHELTERS.

(D) LESS FAVORABLE - ALL OTHER CATEGORIES ENUMERATED REFTEL.

3. MELBOURNE. COMMENTS THAT MISSION SHOULD DEVOTE GREATER PORTION OF STAY TO MELBOURNE AND PERHAPS CONSIDER POSTPONING VISIT TIL AFTER SEPTEMBER WHEN ECONOMIC CLIMATE WILL BE CLEARER FOLLOWING INTRODUCTION OF BUDGET. (EMBASSY CONCURS IN RECOMMENDATION FOR INCREASED STAY IN MELBOURNE BUT BELIEVES POSTPONEMENT OF TRAVEL NOT INDICATED AS THERE IS NO REAL CERTAINTY ECONOMIC CLIMATE WILL BE ANY CLEARER THEN THAN NOW.) POST'S ASSESSMENT OF MARKET FOLLOWS:

(A) GOOD TO EXCELLENT - POWER CRANES, EXCAVATORS, POWER SHOVELS, AND WHEEL ROLLER AND BELT CONVEYORS.

(B) GOOD - PHYSICAL EDUCATION EQUIPMENT, METAL FORMING EQUIPMENT, TRACTOR CABS AND TRUCK BED BODIES, UNDERBODY HOISTS, CONCRETE PIPE MACHINES, AUTOMOTIVE ENGINE REFINISHING MACHINERY, TRUCK MOUNTED HYDRAULIC CRANES, HEAT TRANSFER PRODUCTS, FOOD PROCESSING AND PACKAGING MACHINERY (NOT PRODUCTS), AND POLISHING COMPOUNDS FOR GEMS.

(C) FAIR - PARK EQUIPMENT AND FURNITURE, THERMAL SOCKS, CAPS, AND LEATHER DRESS AND WORK GLOVES.

(D) POOR - BOWLING PINS, STEEL STORAGE BINS, CATTLE AND HOG SHELTERS, GRAIN HANDLING EQUIPMENT (LICENSING POSSIBILITIES MIGHT BE BETTER), SOUVENIR-NOVELTY VINYL BAGS, AND TOOTHBRUSHES, HAIRBRUSHES AND NAILBRUSHERS.

(E) MORE DETAILS REQUIRED - MODULAR HOMES AND CATV AND MICROWAVE TOWERS.

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KF) POST ALSO COMMENTS THAT HESS COMPANY ALREADY ESTABLISHED IN AUSTRALIA.

4. PERTH. ALTHOUGH POST WELCOMES PROPOSED VISIT IT URGES MISSION SPEND MAXIMUM OF TWO WORKING DAYS ONLY IN PERTH. MARKET IS GOOD BUT SMALL AND CAN BE COVERED IN A SHORT PERIOD OF TIME. MARKET ASSESSMENT:

(A) SPORTING AND RECREATION EQUIPMENT. SMALL MARKET EXISTS BUT IT IS CURRENTLY WELL SUPPLIED BY BOTH LOCALLY MANUFACTURED PRODUCTS AND IMPORTED PRODUCTS.

(B) AGRICULTURAL, CONSTRUCTION AND AUTOMOTIVE EQUIPMENT. ALSO GOOD BUT SMALL MARKET WITH ACTIVITY IN MINING INDUSTRY, BEST CUSTOMER FOR CONSTRUCTION EQUIPMENT, CURRENTLY AT MINIMUM LEVELS.

(C) FOOD PROCESSING AND PACKAGING PRODUCTS. GOOD FOR MANUFACTURERS WITH NEW TYPE PROCESS OR EQUIPMENT.

(D) JEWELERS' EQUIPMENT. SMALL MARKET WITH POSSIBLY GOOD DEMAND FOR EQUIPMENT FOR WORKING OPALS AND EMERALDS.

(E) POST REMARKS THAT OTHER CATEGORIES OF PRODUCTS MAY FIND ACCEPTANCE IF MANUFACTURER HAS TECHNICALLY ADVANCED OR NOVEL PRODUCT. HARGROVE

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